

NOTICE--

We have decided to continue our sale on all men's and boys' clothing and furnishing goods, Leather goods, Shoes---and in fact everything that comprises our stock. while we are at our present location.

Until August we will be located at the Old Loeb Store, first block from the river, where we will be glad to serve our patrons to the best there is to be had, as we have done heretofore.

This Sale is No Fake.

If you haven't been a customer ask someone who has purchased and be convinced as to the bargains we are giving.

In Men's Clothing.

We are offering suits of the latest fabrics and designs at from \$8.50 to \$17.00. These are suits that were originally worth from \$13.50 to \$27.50.

Boys' Clothing.

At the same big reduction. These goods are worthy of your consideration. Come in and look them over. We don't ask you to buy until you have seen what you are getting. Convince yourself.

Our shoe department is made up of such lines as the famous Ralston, Hanan, B. & P. and W. L. Douglas, together with the famous Rindge, Kalmbach & Logie Swamp and Logging Boots.

On these also we are making a big reduction.

Remember we Sell the Only Guaranteed Patent Leather Shoe Sold Putnam County.

We have a complete line of men's linen coats and pants—the most popular apparel for hot weather. Come in and look them over—its worth your while.

Our Stock of Suit Cases, Trunks and Grips is Unexcelled in this Section. These we are Selling AT FACTORY PRICES.

Our Overalls are all UNION MADE. We handle no other.

We have endeavored to do our part thus far through our sale and in return our friends have shown their appreciation by availing themselves of the opportunity we have offered. Now, we are continuing our sale for no other reason than "we want a new stock in a new store." Our customers demand the best and it is our highest aim to see that they get it. Our new store will be one of the best equipped in this section of the state, and we want to dispose of all our present stock before we enter it; therefore, the aforesaid bargains. THE OPPORTUNITY IS YOURS—DON'T MISS IT.

Fearnside Clothing Co.

Present Location, Old Loeb Store.

ONE BLOCK FROM RIVER.

PALATKA, FLA.

SAN MATEO.

LOCATION, ATTRACTIONS, ADVANTAGES.

Information for the Visitor or Home-seeker.

Location.

San Mateo, Putnam County, is situated on the east bank of the St. Johns River, and 90 feet above it. The highest point in Florida, east of the St. Johns river, which is one-half mile wide at this point.

Five miles from Palatka, our county seat, (city of 4,000), 23 miles from St. Augustine and about 75 miles from Jacksonville.

The terminus of a branch of the Florida East Coast Railway. The depot being three-quarters of a mile from the river wharf.

Advantages and Attractions.

San Mateo has good shelled roads and miles of hard sidewalks. Beautiful waterways line both sides of streets, and meet overhead in many places.

Two churches, public and private schools, telegraph, telephone, express, money order postoffice, three mails daily, meat market, two general stores, who take orders and deliver goods at your door, weekly paper.

The place is incorporated, but no town taxes have been collected for over ten years; the many public improvements are made by the push and generosity of the citizens and pulling together. The state and county taxes are about 20 mills on about one-third valuation.

Good hunting and fishing, deer, turkey, ducks and quail, black bass and other Florida fresh water fish.

Good boarding house, Byrlyn Place, open winters; rates eight to ten dollars per week; \$2.00 day.

Six thousand people went through the San Mateo Fruit Company's grove here last season.

One of the best advantages San Mateo enjoys is transportation; being on both river and rail is an advantage that few Florida points enjoy. The past season, for instance, railroads and terminals at Jacksonville were more than congested and fruit shipped from points down the central part of the state was, in some cases, three weeks getting to Jacksonville, en route to northern markets, and did not bring enough to pay freight, while San Mateo shippers, at same time, would ship from here one day and have fruit go out of Jacksonville on the Clyde ship the next. This little matter this season alone was worth thousands of dollars to the San Mateo growers and the homeseeker will do well to bear in mind transportation and cheap rates that come with competition, in selecting a Florida location.

The population is about 350, who came mostly from the northern states. As a class they are men of means, progressive and sociable. Have a better class of homes than can be found in any place in the south of its size. The buildings kept painted and grounds in good order.

Healthfulness.

On account of its high altitude, there is no healthier spot in Florida for all the year round or for the winter visitors. For those who come to Florida on account of health, many find this higher altitude, dry and balmy air is better than the lower, more harsh air found in salt water sections.

Business.

The principal business is orange growing. Some 400 acres in groves are here, and as this proves profitable, there is not much attention paid other crops, although there are some vegetables grown for shipment and

cattle and hogs seem to be profitable.

As an instance for profit in a good orange grove, Mr. B. F. Dotney, from less than seven acres last season, shipped \$6,200 worth of fruit.

Soil.

The soil varies a great deal from high pine to low and high hammock, all within a mile, so that lands for any purpose or crops can be secured.

San Mateo can be reached from Jacksonville by Florida East Coast railway or Beach and Miller line steamers (see time tables elsewhere in this paper). The Clyde's St. Johns river steamers arrive here about 10 p. m. so do not advise this route. Fare B. & M. line \$1.25; railroad \$2 from Jacksonville.

Launch Rainbow leaves Palatka every afternoon at 1:30. Lucas line steamers 2:30 p. m., every day but Sunday.

B. & M. line from Palatka 3 p. m. Tuesdays, Thursdays and Saturdays, and three trains daily on F. E. C. railway. Fare from Palatka 25 cents any route.

ESTIMATES FURNISHED ON

Artesian Wells.

MONCK & OWEN,

CONTRACTORS,

HASTINGS, FLA.



SEEPING PUMP

Crestline "Sunshine" has solid brass cylinders. Can be used as all-round pump. Write for free circular. Ask for information on any pumping problem. We make pumps for all uses.

CRESTLINE MFG. CO.,
Crestline, Ohio.
Pumps, Sinks, Hose.

"You are made to feel at home here." New and liberal management.

The New Arlington Hotel

KALBFELD & VARNES,

Proprietors.

PALATKA, . . FLORIDA.

Catering especially to the commercial trade. Central and most desirably located for business. Rates \$2 to \$2.50. Special by the week. In connection: The Graham Hotel—European Plan.

Gainesville Nurseries

New catalog for the coming season contains a good list of fruit, forest, nut and ornamental trees in variety; shrubs, roses, palms, ferns, etc. Send for it.

H. S. GRAVES, Prop.,

Gainesville,

Florida.

Very Serious

It is a very serious matter to ask for one medicine and have the wrong one given you. For this reason we urge you in buying to be careful to get the genuine—

THE DORF'S BLACK-DRAUGHT Liver Medicine

The reputation of this old, reliable medicine, for constipation, indigestion and liver trouble, is firmly established. It does not imitate other medicines. It is better than others, or it would not be the favorite liver powder, with a larger sale than all others combined.

SOLD IN TOWN

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